

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application, where added material is shown in underlined type, deleted material is shown in ~~strikeout type~~:

Listing of Claims:

1. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor and a web server, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a method for generating a creative within the advertising system on the server-side system in an electronically transmissible format ~~on the server-side system~~ based on a creative definition stored in at least one computer readable storage medium, the method comprising ~~the steps of~~:

receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

determining on the server-side system if the creative definition is a programmable or non-programmable creative definition;

responsive to the advertising system, assembling by the advertising system a non-programmable creative on the server-side system[[,]] if the creative definition is a non-programmable creative definition, ~~the non-programmable creative;~~

responsive to the advertising system, executing on the advertising system the programmable creative definition to generate the creative on the server-side system[[,]] if the creative definition is a programmable creative definition, ~~the programmable creative definition to generate the creative~~ the executing including retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the creative;

storing the creative on the server-side system; and

as a function of scheduling by the advertising system and in response to a request from the client-side system:

selecting the stored creative by the advertising system for transmission, and

transmitting the selected creative through the electronic network from the publisher on a server-side system via the web server to the viewer on the client-side system.

2. (Currently amended) The method of claim 1 wherein the ~~step of executing the programmable creative definition to generate the creative~~ further includes the ~~step of~~ periodically executing the programmable creative definition responsive to a request generated by ~~an~~ the advertising system.

3-4. (Cancelled)

5. (Currently amended) The method of claim 1 wherein the transmitting ~~of the creative~~ includes transmitting the selected creative to a the web server for transmission to an end-user; ~~wherein the end-user is the viewer on the client-side system.~~

6. (Currently amended) The method of claim 1 wherein the ~~step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative~~ further includes ~~the step of~~ periodically changing text within the creative.

7. (Currently amended) The method of claim 1 wherein the ~~step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative~~ further includes ~~the step of~~ periodically changing an image within the creative.

8. (Currently amended) The method of claim 1 wherein the ~~step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative~~ further includes ~~the step of~~ periodically changing a hyperlink within the creative.

9. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor and a web server, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a system for generating a creative within the advertising system on the server-side system in an electronically transmissible format, comprising:

a processor on the server-side system;

a memory connected to the processor on the server-side system, the memory storing data and instructions for controlling the operation of the processor;

the processor operative with the data and control instructions in the memory to perform the

steps of:

receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

determining, on the server-side system, if the creative definition is a programmable or non-programmable creative definition;

responsive to the advertising system, assembling by the advertising system a non-programmable creative on the server-side system[[,]] if the creative definition is a non-programmable creative definition, the non-programmable creative on the server-side system;

responsive to the advertising system, executing on the advertising system the programmable creative definition to generate the creative on the server-side system[[,]] if the creative definition is a programmable creative definition, the programmable creative definition to generate the creative on the server-side system the executing including retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the creative;

storing the creative on the server-side system; and

as a function of scheduling by the advertising system and in response to a request from the client-side system:

selecting the stored creative by the advertising system for transmission, and

transmitting the selected creative through the electronic network from the publisher on a server-side system via the web server to the viewer on the client-side system.

10. (Currently amended) The system of claim 9 wherein the ~~step of executing the programmable creative definition to generate the creative~~ further includes the ~~step of~~ periodically executing the programmable creative definition responsive to a request generated by ~~an~~ the advertising system.

11-12. (Cancelled)

13. (Currently amended) The system of claim 9 wherein the transmitting ~~of the creative~~ includes transmitting the selected creative to a the web server for transmission to an end-user; ~~wherein the end-user is the viewer~~ on the client-side system.

14. (Currently amended) The system of claim 9 wherein the ~~step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative~~ further includes ~~the step of~~ periodically changing text within the creative.

15. (Currently amended) The system of claim 9 wherein the ~~step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative~~ further includes ~~the step of~~ periodically changing an image within the creative.

16. (Currently amended) The system of claim 9 wherein the ~~step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative~~ further includes ~~the step of~~ periodically changing a hyperlink within the creative.

17. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor and a web server, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a system for generating a creative in an electronically transmissible format within the advertising system on the server-side system based on a creative definition stored in at least one computer readable storage medium, comprising:

means for receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

means for determining on the server-side system if the creative definition is a programmable or non-programmable creative definition;

means for, responsive to the advertising system, assembling by the advertising system a non-programmable creative on the server-side system~~[[,]]~~ if the creative definition is a non-programmable creative definition, ~~the non-programmable creative~~;

means for, responsive to the advertising system, executing on the advertising system the programmable creative definition to generate the creative on the server-side system, if the creative definition is a programmable creative definition, ~~the programmable creative definition to generate the creative~~ the executing including retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the creative; and

means for transmitting the selected creative through the electronic network from the publisher on a server-side system via the web server to the viewer on the client-side system.

18. (Currently amended) A program product storing instructions operable on a computer, the instructions operable in a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor and a web server, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network for generating a creative within the advertising system on the server-side system in an electronically transmissible format based on at least one creative definition stored in at least one computer readable storage medium, the program product storing instructions operable on the computer to perform the steps of:

receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

determining on the server-side system if the creative definition is a programmable or non-programmable creative definition;

responsive to the advertising system, assembling by the advertising system a non-programmable creative on the server-side system[[,]] if the creative definition is a non-programmable creative definition, ~~the non-programmable creative~~; and

responsive to the advertising system, executing on the advertising system the programmable creative definition to generate the creative on the server-side system[[,]] if the creative definition is a programmable creative definition, ~~the programmable creative definition to generate the creative~~ the executing including retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the creative;

storing the creative on the server-side system; and

as a function of scheduling by the advertising system and in response to a request from the client-side system:

selecting the stored creative by the advertising system for transmission, and

transmitting the selected creative through the electronic network from the publisher on a server-side system via the web server to the viewer on the client-side system.

19. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor and a web server, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a method for generating creatives within the advertising system on the server-side system in an electronically transmissible format, comprising the steps of:

storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system, the first definition being associated with a creative that is selectable by the advertising system;

storing a second definition for a programmable creative including a program for generating the programmable creative in at least one computer readable storage medium on the server-side system, the second definition being associated with a creative that is selectable by the advertising system;

responsive to the advertising system, executing on the advertising system, the first definition to generate a non-programmable creative on the server-side system;

storing the non-programmable creative on the server-side system;

responsive to the advertising system, executing on the advertising system the second definition to generate a programmable creative on the server-side system, wherein the executing includes retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the programmable creative;

storing the programmable creative on the server-side system;

receiving a request to transmit a creative to the viewer on the client-side system;

as a function of scheduling by the advertising system and in response to the request from the client-side system;

selecting, by ~~an~~ the advertising system on the server-side system ~~responsive to the request~~, the programmable creative or the non-programmable creative; and

transmitting the selected programmable creative or non-programmable creative through the electronic network from the publisher on a server-side system via the web server to the viewer on the client-side system.

20. (Currently amended) The method of claim 19 wherein the ~~step of~~ executing the second definition to generate a programmable creative further includes ~~the step of~~ periodically executing the second definition to generate an updated programmable creative.

21. (Canceled)

22. (Currently amended) The method of claim 19 wherein the transmitting of the selected programmable creative or non-programmable creative includes transmitting the selected programmable creative or non-programmable creative to a the web server for transmission to ~~the viewer~~ an end-user on the client-side system.

23. (Currently amended) The method of claim 19 wherein ~~the step of~~ executing the second definition to generate a programmable creative includes ~~the step of~~ periodically changing text within the programmable creative.

24. (Currently amended) The method of claim 19 wherein ~~the step of~~ executing the second definition to generate a programmable creative further includes ~~the step of~~ periodically changing an image within the programmable creative.

25. (Currently amended) The method of claim 19 wherein ~~the step of~~ executing the second definition to generate a programmable creative further includes ~~the step of~~ periodically changing a hyperlink within the programmable creative.

26. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor and a web server, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a system for generating creatives within the advertising system on the server-side system in an electronically transmissible format, comprising:

a processor;

a memory connected to the processor, the memory storing data and instructions for controlling the operation of the processor;

the processor operative with the data and control instructions in the memory to perform the steps of:

storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system, the first definition being associated with a creative that is selectable by the advertising system;

storing a second definition for a programmable creative in at least one computer readable storage medium including a program for generating the programmable creative in at least one computer readable storage medium on the server-side system, the second definition being associated with a creative that is selectable by the advertising system;

responsive to the advertising system, executing the first definition to generate a non-programmable creative on the server-side system;

storing the non-programmable creative on the server-side system;

responsive to the advertising system, executing the second definition to generate a programmable creative on the server-side system, wherein the executing includes retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the programmable creative;

storing the programmable creative on the server-side system;

receiving a request to transmit a creative on the server-side system to the viewer on the client-side system;

as a function of scheduling by the advertising system and in response to the request from the client-side system:

selecting, by ~~an~~ the advertising system on the server-side system ~~responsive to the request,~~ the programmable creative or the non-programmable creative; and

transmitting the selected programmable creative or non-programmable creative through the electronic network from the publisher on a server-side system via the web server to the viewer on the client-side system.

27. (Currently amended) The system of claim 26 wherein ~~the step of~~ executing the second definition to generate a programmable creative further includes ~~the step of~~ periodically executing the second definition to generate an updated programmable creative.

28. (Canceled)

29. (Currently amended) The system of claim 26 wherein the transmitting of the selected programmable creative or non-programmable creative includes transmission from the publisher on the server-side system to a the web server for transmission to an end-user on the client-side system ~~the viewer~~.

30. (Currently amended) The system of claim 26 wherein ~~the step of~~ executing the second definition to generate a programmable creative further includes ~~the step of~~ periodically changing text within the programmable creative.

31. (Currently amended) The system of claim 26 wherein ~~the step of~~ executing the second definition to generate a programmable creative further includes ~~the step of~~ periodically changing an image within the programmable creative.

32. (Currently amended) The system of claim 26 wherein ~~the step of~~ executing the second definition to generate a programmable creative further includes ~~the step of~~ periodically changing a hyperlink within the programmable creative.

33. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor and a web server, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a system for generating creatives within the advertising system on the server-side system in an electronically transmissible format based on at least one creative definition stored in at least one computer readable storage medium, comprising:

means for storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system, the first definition being associated with a creative that is selectable by the advertising system;

means for storing a second definition for a programmable creative in at least one computer readable storage medium including a program for generating the programmable creative on the server-side system, the second definition being associated with a creative that is selectable by the

advertising system;

responsive to the advertising system, means for executing the first definition to generate a non-programmable creative on the server-side system;

means for storing the non-programmable creative on the server-side system;

responsive to the advertising system, means for executing the second definition to generate a programmable creative on the server-side system, wherein the executing includes retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the programmable creative;

means for storing the programmable creative on the server-side system;

means for receiving a request to transmit a creative on the server-side system to the viewer on the client-side system;

means for selecting, by ~~an~~ the advertising system on the server-side system, responsive to scheduling by the advertising system and to the request from the client-side system ~~responsive to the request,~~ the programmable creative or the non-programmable creative; and

means for transmitting, responsive to scheduling by the advertising system and to the request from the client-side system, the selected programmable creative or non-programmable creative through the electronic network from the publisher on a server-side system via the web server to the viewer on the client-side system.

34. (Currently amended) A program product storing instructions operable on a computer, the instructions operable in a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor and a web server, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network for generating a creative within the advertising system on the server-side system in an electronically transmissible format based on at least one creative definition stored in at least one computer readable storage medium, the program product storing instructions operable on the computer to perform the steps of:

storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system, the first definition being associated with a creative that is selectable by the advertising system;

storing a second definition for a programmable creative in at least one computer readable

storage medium including a program for generating the programmable creative on the server-side system, the second definition being associated with a creative that is selectable by the advertising system;

responsive to the advertising system, executing on the server-side system the first definition to generate a non-programmable creative;

storing the non-programmable creative on the server-side system;

responsive to the advertising system, executing on the server-side system the second definition to generate a programmable creative, wherein the executing includes retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the programmable creative;

storing the programmable creative on the server-side system;

receiving a request to transmit a creative on the server-side system to the viewer on the client-side system;

as a function of scheduling by the advertising system and in response to the request from the client-side system;

selecting, by ~~an~~ the advertising system on the server-side system ~~responsive to the request,~~ the programmable creative or the non-programmable creative; and

transmitting the selected programmable creative or non-programmable creative through the electronic network from the publisher on a server-side system via the web server to the viewer on the client-side system.

35. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a method for generating creatives within the advertising system on a server-side system in an electronically transmissible format, comprising the steps of:

receiving a creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

determining on the server-side system if the creative definition is for a programmable or a non-programmable creative;

responsive to the advertising system, generating on the server-side system, if the creative

request is for a non-programmable creative, a non-programmable creative using the creative definition;

responsive to the advertising system, generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition, including retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the programmable creative; and storing the generated creative on the server-side system; and
as a function of scheduling by the advertising system and in response to a request from the client-side system:

selecting the stored generated creative by the advertising system for transmission, and
transmitting the selected stored generated creative through the electronic network from the publisher on a server-side system to the viewer on the client-side system.

36. (Currently amended) The method of claim 35 wherein the ~~step of~~ generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically executing the programmable creative definition responsive to a request generated by ~~an~~ the advertising system.

37-38. (Cancelled)

39. (Currently amended) The method of claim 35 wherein the transmitting ~~of the creative~~ includes transmission through the electronic network from the publisher on the server-side system to a web server for transmission to an end-user; wherein the end-user is the viewer on the client-side system.

40. (Currently amended) The method of claim 35 wherein the ~~step of~~ generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically changing text within the creative.

41. (Currently amended) The method of claim 35 wherein the ~~step of~~ generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically changing an image within the creative.

42. (Currently amended) The method of claim 35 wherein the ~~step of~~ generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically changing a hyperlink within the creative.

43. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a system for generating creatives within the advertising system on a server-side system in an electronically transmissible format, comprising:

a processor on the server-side system;

a memory connected to the processor on the server-side system, the memory storing data and instructions for controlling the operation of the processor;

the processor operative with the data and control instructions in the memory to perform the steps of:

receiving a creative definition, the creative definition being associated with a creative that is selectable by the advertising system;

determining if the creative definition is for a programmable or a non-programmable creative;

responsive to the advertising system, generating, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition;

responsive to the advertising system, generating, if the request is for a programmable creative, a programmable creative using the creative definition, including retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the programmable creative;

storing the generated creative on the server-side system; and

as a function of scheduling by the advertising system and in response to a request from the client-side system;

selecting the stored generated creative by the advertising system for transmission, and transmitting the selected stored generated creative through the electronic network from the publisher on a server-side system to the viewer on the client-side system.

44. (Currently amended) The system of claim 43 wherein the ~~step of generating~~ on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically executing the programmable creative definition responsive to a request generated by ~~an~~ the advertising system.

45-46. (Cancelled)

47. (Currently amended) The system of claim 43 wherein the transmitting ~~of the creative~~ includes transmission through the electronic network from the publisher on the server-side system to a web server for transmission to an end-user; wherein the end-user is the viewer on the client-side system.

48. (Currently amended) The system of claim 43 wherein the ~~step of generating~~ on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically changing text within the creative.

49. (Currently amended) The system of claim 43 wherein the ~~step of generating~~, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically changing an image within the creative.

50. (Currently amended) The system of claim 43 wherein the ~~step of generating~~, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically changing a hyperlink within the creative.

51. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a system for generating creatives within the advertising system on a server-side system in an electronically transmissible format based on a creative definition stored in at least one computer readable storage medium, comprising:

means for receiving the creative definition on the server-side system, the creative definition

being associated with a creative that is selectable by the advertising system;

means for determining on the server-side system if the creative definition is for a programmable or a non-programmable creative;

means, responsive to the advertising system, for generating on the server-side system, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition;

means, responsive to the advertising system, for generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition, including means for retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and means for including at least a portion of the proprietary data in the programmable creative;

means for storing the generated creative on the server-side system;

means, response to scheduling by the advertising system and a request from the client-side system, for selecting the stored generated creative by the advertising system for transmission;

and

means for transmitting the selected stored generated creative through the electronic network from the publisher on a server-side system to the viewer on the client-side system.

52. (Currently amended) In a system comprising a server-side system for a publisher, the server-side system having an advertising system for execution on an advertising system processor, and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a program product storing instructions operable on a computer, the instructions operable in a computer for generating creatives within the advertising system on a server-side system in an electronically transmissible format, the program product storing instructions operable on the computer to perform the steps of:

receiving a creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

determining on the server-side system if the creative definition is for a programmable or a non-programmable creative;

responsive to the advertising system, generating on the server-side system, if the creative request is for a non-programmable creative, a non-programmable creative using the creative

definition;

responsive to the advertising system, generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition, including retrieving, responsive to the programmable creative definition, proprietary data from the server-side system and including at least a portion of the proprietary data in the programmable creative;

storing the generated creative on the server-side system; and

as a function of scheduling by the advertising system and in response to a request from the client-side system:

selecting the stored generated creative by the advertising system for transmission, and

transmitting the selected stored generated creative through the electronic network from the publisher on a server-side system to the viewer on the client-side system.